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Flower Seed Specialists for Florists

ALL THE BEST AND NOTHING ELSE

WEST CHICAGO, ILL.
RECEIVED
★ OCT 25 1930 ★
U.S. DEPT. OF AGRICULTURE

OCTOBER 1, 1930

— to SOW NOW!

IN this special circular No. 18 we wish to call your attention to a few very seasonable Flower Seed items. No time should be lost in sowing to follow those mum beds. Remember that all these crops can be started in pots or open beds, saving a month or six weeks of valuable greenhouse space. A number of items will be found for later sowing in the north, but which are of immediate interest to OUR SOUTHERN FRIENDS.

Our supplies in all lines are fresh and complete, except aster seed that will be ready in about two weeks. Prompt and efficient service with "All the Best and Nothing Else" in our line—that's our business. May we be of service to you?

BALL WINTER PEAS

If sown at once, in pots, nice plants will be ready November 1 to follow those early mum beds, and for the beds that will be cleared Thanksgiving a sowing should be made October 15. This start in pots will save a month or more. Take advantage of it by ordering today. Early peas are one of our leading specialties, and through careful trials we know the following list includes "All the Best." The varieties we find the best are starred (*).

PRICES on ALL EARLY or WINTER PEAS

	1/2 oz.	1 oz.	4 oz.	1 lb.
*BALL ROSE. Finest deep rose.....	\$.35	\$0.60	\$2.00	\$ 7.00
*BALL ORANGE. Best orange.....	.60	1.00	3.00	10.00
*BALL BLUE. Finest blue Spencer.....	.30	.50	1.75	6.00
*BALL ROSE QUEEN. Finest rose.....	.30	.50	1.75	6.00
*SPRINGSONG. Rose pink salmon.....	.35	.60	2.00	7.00
*GIANT ROSE. Largest rose.....	.30	.50	1.75	7.00
*WHITE HARMONY. Finest white.....	.60	1.00	3.00	10.00
*SUNRAY. Brilliant soft cerise.....	.60	1.00	3.75	12.50
MRS. HERBERT HOOVER. Blue. Tr. pkt., 25c.....	.75	1.50	4.50	15.00
COLUMBIA. Blanche Ferry pink.....	.30	.50	1.50	5.00
ZVOLANEK'S ROSE. Standard rose.....	.30	.50	1.60	5.50
*JEANNE MAMITSCH. Long-stemmed pink.....	.35	.60	1.75	6.00
SUPERIOR PINK. Deep rose pink.....	.35	.60	1.75	6.00
MRS. CALVIN COOLIDGE. Fine salmon pink.....	.35	.60	1.75	6.00
*HARMONY. Large, clear lavender.....	.30	.50	1.60	5.50
LAVENDER KING. Rosy lavender.....	.30	.50	1.50	5.00
*BLUE BIRD. Standard blue.....	.30	.50	1.60	5.50
EARLY INDIGO BLUE. Rich dark blue.....	.35	.65	2.20	7.00
*SNOWSTORM. Standard white.....	.30	.50	1.50	5.00
MRS. KERR. Rich salmon.....	.35	.60	1.75	6.00
TORCH. Salmon orange.....	.30	.50	1.50	5.00
BURPEE ORANGE. Rich light orange.....	.35	.65	2.20	7.00
VULCAN. Orange scarlet.....	.30	.50	1.60	5.50
GLITTERS. Scarlet cerise.....	.30	.50	1.60	5.50
*GRENADIER. Poppy scarlet.....	.35	.60	1.75	6.00
AURORA. Flaked orange white.....	.30	.50	1.50	5.00
HARLEQUIN. Deep chocolate.....	.30	.50	1.60	5.50
"ALL THE BEST" MIXTURE.....	.30	.50	1.50	5.00



Early Sweet Pea White Harmony. Our Best Commercial White.

LATE, OR SUMMER PEAS

Planted about 12 inches apart with Early Peas after Mums, this late-flowering type will not grow up or crowd the Earlies until they have exhausted themselves; after which their strong growth crowds out the Earlies and they flower freely well through June. South of the Ohio River this late type can be sown in the open, and unless the winter is too severe or changeable they easily winter over with some protection. The varieties marked * are the choicest cut flower colors.

	1/2 oz.	1 oz.	1 lb.
*PINKIE. The finest commercial rose-pink.....	\$.20	\$0.30	\$3.00
*HEBE. The standard rose-pink.....	.15	.25	2.25
HERCULES. A very good rose-pink.....	.10	.20	2.00
HAWLMARK PINK. Rose-pink shaded salmon.....	.15	.25	2.25
ELFRIDA PEARSON. Clear, light pink.....	.10	.20	2.00
*MISS CALIFORNIA. Very fine salmon-rose pink.....	.15	.25	2.25
*YOUTH. Light Picotee pink.....	.10	.20	2.00
*MAGNET. The finest rich cream-pink.....	.20	.30	2.75
MRS. CUTHBERTSON. Pink and white bicolor.....	.10	.20	2.00
SUPREME. Soft delicate pink.....	.15	.25	2.50
*HERO. A large rich cerise.....	.20	.30	3.00
MARY PICKFORD. The finest cream or salmon-pink.....	.15	.25	2.50
*CONSTANCE HINTON. The best black-seeded white.....	.15	.25	2.25
EDNA MAY IMPROVED. Fine, large white-seeded white.....	.15	.25	2.25
*AVALANCHE. Finest white-seeded white.....	.15	.25	2.50

	1/2 oz.	1 oz.	1 lb.
*POWERSCOURT. Finest lilac-lavender.....	\$.10	\$0.20	\$2.00
*AUSTIN FREDERICK IMPROVED. Large rosy lavender, extra strong growth.....	.10	.20	2.00
HAWLMARK LAVENDER. Fine light lavender.....	.15	.25	2.25
*BLUE BIRD. The finest clear blue.....	.15	.25	2.25
MRS. TOM JONES. A very good blue.....	.10	.20	2.00
COMMANDER GODSALL. Deep violet-blue.....	.10	.20	2.00
CRIMSON KING. Sunproof crimson.....	.10	.20	2.00
ROYAL SCOT. Sunproof orange-scarlet.....	.10	.20	2.00
*CAMPFIRE. Sunproof deep scarlet.....	.15	.25	2.50
ROYAL PURPLE. Large rich purple.....	.10	.20	2.00
WARRIOR. Deep bronze-maroon.....	.10	.20	2.00
MATCHLESS. Clear deep cream.....	.15	.25	2.75
DOREEN. Large rich carmine.....	.15	.25	2.50
"ALL THE BEST" MIXTURE. Of the choicest colors most wanted.....	.10	.20	1.80

BALL Calendula

"Standard of the World!"

If sown at once, a full crop of these fine, showy, indispensable flowers will be ready for the big spring flower days. We are the originators of all the modern cut flower types.

BALL'S LEMON QUEEN (New). Rich, clear yellow; dark center.
BALL'S ORANGE IMPROVED. The standard deep orange.
BALL'S GOLD. Extra long-stemmed, deep golden yellow.
BALL'S SUPREME. Light orange with brown center.
BALL'S SENSATION. True Ball Orange, long-stemmed, flat flower.
BALL'S APRICOT. Rich straw or apricot color; brown center.
Prices: Trade Packet, 50c; 1/4 oz., \$1.00; 1/2 oz., \$1.75; 1 oz., \$3.00; 2 oz., \$5.00; 4 oz., \$8.50. Quantity rate applies to combination of varieties.
BALL'S CALENDULA MIXTURE. For the retail grower whose planting is limited and who wishes some of all colors in Ball Calendulas, we have prepared a mixture of the above, priced as follows: Trade Packet, 40c; 1/4 oz., 75c; 1/2 oz., \$1.25; 1 oz., \$2.00.

Double STOCKS

OUR American-grown strains will make a dependable average of 65% to 75% doubles, are absolutely true to type and of suitable varieties for American Cut Flower demands. From trials conducted at Wisley, England, by the Royal Horticultural Society, these American strains received five awards of merit, and from our own trials of all available foreign strains we are certain of the merit of our American stocks. We issue a circular that goes into considerable details of our method of growing this crop. Shall we enclose a copy? For those not familiar with them, we have starred (*) the very choicest standard varieties. New crop of seed ready for immediate shipment.

IMPROVED BISMARCKS

A trifle earlier than the Nice or Perpetuals and not inclined to branch so freely, making them more suitable for our close planting method of growing. Generally considered the most valuable group of stocks for cut flowers.

- *ROSE. Fine standard color.
- *WHITE. Early clear white.
- FLESH. Delicate shade of pink.
- *LILAC. Lilac lavender.
- *LAVENDER. Fine standard color.
- *CHAMOIS. A choice market color.
- *GOLDEN BALL. Clear ivory yellow.
- ROYAL PURPLE. Rich deep purple.
- APPLE BLOSSOM. A choice light pink.
- ANTIQUE COPPER. A fine copper-red.
- GOLDEN ROSE. Light golden rose.

1/8 oz. 1/4 oz. 1/2 oz. 1 oz. 2 oz.

Prices on all the above
separate colors\$0.50 \$1.00 \$1.75 \$3.00 \$5.50

BISMARCK MIXED, all
colors35 .60 1.15 2.25 4.00

PERPETUAL BRANCHING (Giant Perfection)

A valuable group that produces fine, long stems and is of strong branching habit.

- *ROSE. A clear even shade.
- SAPPHIRE. Violet or dark lavender.
- *MAY QUEEN. Lavender or pale blue.
- SNOWDRIFT. Fine clear white.
- PRINCESS ALICE. Early white.
- LA FRANCE. Blush, nearly white.
- *HEATHAM BEAUTY. Terra cotta rose, very fine.
- *EMPRESS AUGUSTA VICTORIA. Silver-lilac and very fine.
- BRILLIANT. Blood-red, not a standard market color.
- DARK BLUE.
- LIGHT BLUE.
- PERPETUAL BRANCHING MIXED. All colors.

TEN WEEKS STOCKS

This class is of compact branching habit, ideally suited for pot plants or bedding, but not for cut flowers. Produces a high percentage of doubles.

- BLOOD RED.
- CANARY YELLOW.
- CARMINE PINK.
- DEEP ROSE.
- LAVENDER.
- PURPLE.
- WHITE.
- TEN WEEKS MIXED. All colors.



12,000 square feet of stocks grown on single stem or close planting method at Ball Gardens, West Chicago, Ill. The seed was sown February 1 in flats, transplanted March 10 in rows across the beds, 7 inches between the rows and 3 inches in the row. The photo was taken June 2. A few of the earliest were cut out for Mothers' day. With a slightly higher temperature, more would have been ready for this occasion. The soil used was fresh for a crop of peas that preceded the stocks. Old soil tends to produce the black stem rot this plant is subject to. One set of wire and string supports was used, but with a heavy growth this is not always enough.

BEAUTY OF NICE

For long stems and branching habit this is a fine group and includes some of our choicest kinds.

- *MONT BLANC. Clear, extra early white.
- ALMOND BLOSSOM. White tinged rose.
- MONTE CARLO. Rich canary-yellow.
- *AURORA. Golden buff, fine.
- BELLE DE NAPLES. Rich old rose.
- SALMON KING. Strong salmon-rose.
- BEAUTY OF NICE. Flesh-pink.
- *COTE DE AZURE. Light or lavender-blue.
- SUMMER NIGHT. Early purple.
- CARMINE ROSE.
- BLOOD RED.
- SOUV. DE MONACO. Best crimson, late.
- AMERICAN BEAUTY. Deep rose, tends to come blind under glass.
- *QUEEN ALEXANDRA. Rosy lilac, fine.
- BEAUTY OF NICE MIXED. All colors.

1/8 oz. 1/4 oz. 1/2 oz. 1 oz. 2 oz.

Prices on all the named or separate colors in
the PERPETUAL, NICE and TEN WEEKS
group\$0.40 \$0.75 \$1.25 \$2.50 \$4.50
Perpetual, Nice or Ten Weeks in mixture.... .35 .60 1.10 2.00 3.75
NOTE: Bismarcks are priced separately; see above.

SNAPDRAGONS

Can be sown any time up to
mid-winter for a spring crop.

BEST WINTER SNAPDRAGONS

	1 Pkt.	3 Pkts.	5 Pkts.	7 Pkts.
CEYLON COURT. The best early yellow.....	\$1.00	\$2.50	\$4.00	\$ 5.50
CHEVIOT MAID. Finest early deep pink.....	1.50	4.45	7.35	10.00
LAURA. Dark rose-pink.....	1.50	4.00	6.25	8.50
GENEVA PINK. Soft rose-pink.....	1.00	2.50	4.00	5.40
ROSE QUEEN. Large, early dark pink.....	2.00	5.50	8.50
HAPPINESS. Attractive shade of rose-pink.....	2.00	5.50	8.50
JENNIE SCHNEIDER. Light rose-pink.....	1.00	2.50	3.75	5.40
HELEN. Salmon rose.....	1.00	2.50	3.75	5.50
AFTERGLOW. Deep golden bronze.....	2.00	5.00	8.00	10.50
IMP. SUNBURST. Color of Sunburst rose.....	1.50	4.00	6.25	8.50
GOLDEN PINK QUEEN. Color as named.....	1.00	2.50	3.75	5.40
WHITE ROCK. Standard long-stemmed white.....	1.00	2.50	3.75	5.40
PURITY. Pure white, not tall.....	.50	1.25	2.00	2.50
ROMAN GOLD. Early golden yellow.....	1.50	4.00	6.25	8.50

Many in the following list do exceptionally well and are popular with many growers:

	1 Pkt.	3 Pkts.	5 Pkts.	7 Pkts.
MAJESTIC TWILIGHT. Large terra-cotta yellow.....	\$1.00	\$2.50	\$3.75	\$5.40
MAJESTIC ORANGE KING. Extra large orange.....	1.00	2.50	3.75	5.40
ORLANDO. Standard bronze.....	1.00	2.50	3.75	5.40
PHILADELPHIA PINK. The standard pink.....	1.00	2.50	3.75	5.40
SILVER PINK. Light pink.....	1.00	2.50	3.75	5.40

	1 Pkt.	3 Pkts.	5 Pkts.	7 Pkts.
MOHR'S PINK. Deep pink.....	\$1.50	\$4.00	\$6.25	\$8.50
NELROSE. Salmon-pink..... 1/4 oz., 75c	.35
PENN ORANGE. Tangerine-orange.....	1.00	2.50	3.75	5.40
JUDD'S DARK PINK.....	1.00	2.50	3.75	5.40
JUDD'S LIGHT PINK.....	1.00	2.50	3.75	5.40
GOLDEN QUEEN. A very good yellow.....	1 Pkt. 1/4 Oz.
CLIMAX. Bronze-orange; medium dwarf.....	\$0.50	\$1.00
EMPRESS. Rich, velvety crimson..... 1/8 oz.,	\$1.00	.50
FAWN. Terra-cotta yellow.....35	1.00
GLORIA. Good pink; medium dwarf.....35	.75
HARMONY. Terra-cotta pink.....35	.75
ORCHID. Mauve-pink.....35	.75
KEYSTONE. A good pink..... 1/8 oz.,	\$1.00	.50

The following are the choicest in the tall, or MAXIMUM TYPE.

	1 Pkt.	1/4 Oz.
CANARY BIRD. Canary-yellow.....	\$0.35	\$0.60
CATTLEA.....	.35	.60
COPPER KING (Indian Summer).....	.35	.60
THE ROSE.....	.35	.60
RUBY.....	.35	.60
SNOWFLAKE.....	.35	.60
MAXIMUM MIXTURE. All colors.....	.25	.50

PETUNIAS

THE fancy double strains of petunias should be sown early in the winter and to produce fine specimens of the giant single kind, most growers sow early in December. In the far south all petunia seed should be sown at once. While the demand for colors and types varies in different sections, such kinds as are found outstandingly fine everywhere we have indicated with a star (*).

SINGLE SMALL-FLOWERED. This group is somewhat irregular in growth, with rather small flowers that are early and freely produced. Largely used for bedding.

	Tr. Pkt.	1/4 oz.	1 oz.
GENERAL DODDS. Blood-red.....	\$0.25	\$0.40	\$1.50
VIOLACEA. Deep violet.....	.25	.60	1.75
LORD COURTENAY. Golden rose.....	.25	.65	1.75
HOWARD'S STAR IMP. Purple, white star.....	.25	.60	2.00
ALBA. White.....	.15	.25	.75
COUNTESS OF ELLESMERE. Rose with white throughout.....	.25	.40	1.00
EXQUISITE. Mixed.....	.25	.50	1.75

SINGLE SMALL-FLOWERED—DWARF (NANA ERECTA). This class is of dwarf, compact habit, free-flowering and ideal for bedding.

	Tr. Pkt.	1/4 oz.	1 oz.
BLUE BIRD. Violet-blue.....	\$0.25	\$0.75	\$2.50
VIOLACEA. Deep violet.....	.25	.75	2.50
ROSE OF HEAVEN. Rose-pink.....	.25	.75	2.00
ROSY MORN. Pink, white throat.....	.35	.75	2.50
INIMITABLE. Striped and blotched.....	.25	.50	1.50
SNOWBALL. Clear white.....	.25	.50	1.50
HEAVENLY BLUE. Clear, silvery light blue.....	1/8 oz., \$1.00	.50	
Mixed.....	.25	.50	1.50

DIENER'S GIANT RUFFLED MONSTERS. Half dwarf, large and ruffled.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.
*RUFFLED BLUE AND WHITE.....	\$0.50	\$2.00	\$3.50	\$6.00
*RUFFLED PINK.....	.50	2.00	3.50	6.00
*RUFFLED APPLE BLOSSOM.....	.75	3.50	6.25	11.50
*RUFFLED MONSTERS, MIXED.....	.75	3.00	5.50	10.00

PORTLAND PETUNIAS. A very choice group for either bedding or pot plants. Elk's Pride is the richest, velvety violet to be found in petunias.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.
*ELK'S PRIDE. Dark purple, plain edge.....	\$0.50	\$1.25	\$2.25	
*WHITE BEAUTY. A vigorous-growing fringed white.....	.50	1.75	3.00	
*PINK GLORY. Deep rose, slightly fringed.....	.50	2.50	4.50	
*PRIDE OF PORTLAND. Fringed.....	.50	1.50	2.50	

GIANTS OF CALIFORNIA. This is a very large-flowered, richly colored mixture of fine petunias. Largely used for either bedding or pots. The dwarf strain is ideal for pot plants. The "Ramona" strain is select stock of dwarf California Giants and it makes fine pot plants.

	T. Pkt.	1/4 oz.	1/2 oz.	1 oz.
RAMONA STRAIN.....	\$1.00	\$4.00	\$7.00	\$12.00
SINGLE BRILLIANT MIXED.....	.50	1.75	2.75	5.00
SINGLE BRILLIANT MIXED, DWARF.....	1.00	3.00	5.50	10.00

BALCONY TYPE. So called because of their trailing or drooping habit. Ideal for porch or window boxes.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.
*BALCONY QUEEN.....	\$0.50			
*VIOLET BLUE.....	.25	\$0.50	\$1.75	
*CRIMSON.....	.25	.50	1.75	
*ROSE.....	.25	.50	1.75	
*WHITE.....	.25	.50	1.75	
*ALL THE BEST MIXED.....	.25	.50	1.75	



California Giant Petunias.

GIANT-FLOWERED SINGLE FRINGED. This class includes most of our finest large-flowered fringed varieties. They are effectively used as bedding plants and make ideal pot plants for Mothers' day and Memorial day.

	T. Pkt.	1/4 oz.	1/2 oz.	1 oz.
*THEODOSIA. Very large fringed pink with light throat.....	\$1.00	\$2.00	\$3.75	
*PINK TRIUMPH. Large, deep-colored, fringed rose.....	.75		2.00	\$3.50
*FLUFFY RUFFLES. Giant single fringed, mixed.....	.50		1.50	2.50
*ROMANY LASS. Crimson.....	.50		5 for \$2.00	
*ALL THE BEST MIXED.....	.50		1.50	2.50

GIANT DOUBLE FRINGED. We offer the finest strain of this that can be had. It will average about 25% very choice doubles and about 15% more that will be fairly good. This stock produces little seed and must be hand-pollinated. For these reasons it is costly. The choicest plants, when in flower, should be selected for propagating by cuttings. Fine stocks are worked up in this way. The weakest seedlings are most inclined to come double.

GIANT DOUBLE FRINGED. Mixed colors. Trade Packet, \$1.00; 1/4 oz., \$8.00.

MISCELLANEOUS ANNUALS

ASTERS

The following list is made up of the best standard American varieties.

THE BALL ASTER. Originated by us 25 years ago, it continues to be accepted as the finest midseason white aster with most growers, including ourselves. It is clearly more resistant to stem rot or wilt than any other variety. Tr. Pkt., 50c; 1/4 oz., 75c; 1/2 oz., \$1.25; 1 oz., \$2.00.

QUEEN OF THE MARKET. This is the standard and best early Aster, flowering in July.

	1/4 oz.	1/2 oz.	1 oz.
Crimson, Shell Pink, Rose Pink, Light Lavender, Purple, White, Dark Lavender.....	\$0.35	\$0.60	\$1.00
Mixed.....	.25	.40	.75

EARLY ROYAL. This is a very fine, long-stemmed, second early group, flowering early in August.

	1/4 oz.	1/2 oz.	1 oz.
Lavender, Deep Rose, Purple, White, Shell Pink.....	\$0.40	\$0.75	\$1.40
Mixed.....	.35	.60	1.00

KING TYPE. Distinctively quilled or pointed petals. A fine second early group.

	1/4 oz.	1/2 oz.	1 oz.
Shell Pink, White, Lavender, Rose.....	\$0.40	\$0.75	\$1.50
Mixed.....	.35	.65	1.25

AMERICAN BEAUTY. Generally classed as one of the finest long-stemmed American Asters, with a blooming season that covers all of September.

	1/4 oz.	1/2 oz.	1 oz.
Azure Fairy, Rose, Shell Pink, Purple, White, Dark Lavender, Peach Blossom.....	\$0.50	\$0.80	\$1.50
Mixed.....	.40	.75	1.40

AMERICAN BRANCHING. For many years this has been and is today the standard among late branching Asters.

	1/4 oz.	1/2 oz.	1 oz.
Azure Blue, Lavender, Deep Rose, Peach Blossom, White, Sensation (finest brilliant red).....	\$0.35	\$0.65	\$1.25
Mixed.....	.25	.50	1.00

CALIFORNIA GIANTS. Crego or Ostrich Feather type of flower of immense size and non-lateral. The latest to flower and must be started early in the northern states to avoid frost.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.
Deep Rose, Peach Blossom, Light Blue, Dark Purple, Giant White.....	\$0.50	\$0.75	\$1.50	\$2.50
Mixed.....	.65	1.25	2.25	

ASTERS—Continued

HEART OF FRANCE. Dark Ruby Red, not a standard cut flower color. 1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50.

PEERLESS PINK. Rich shell pink and a most valuable market color. 1/4 oz., 50c; 1/2 oz., 80c; 1 oz., \$1.50.

CANDYTUFT. Used to follow late mums.

Giant Hyacinth-Flowered, choice strain

White. Trade Pkt., 25c; 1 oz., 80c.

Umbellata Type:	Tr. Pkt.	1 oz.
Rose Cardinal.....	.25	.75
Carmine.....	.25	.40
Lavender.....	.25	.50
White.....	.25	.40
Lilac.....	.25	.40
Flesh Pink.....	.25	.40
Crimson.....	.25	.40
Mixed.....	.20	.35

CARNATION. (Chabaud's Giant Improved.) This type is valuable grown as an annual but not dependably hardy in the north. Will flower in five months from sowing and comes about 90% double. The following are the choicest colors: Cardinal Red, Deep Rose, Flesh Pink and Rose Pink. Trade Pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

CENTAUREA. (Double Cornflower). Southern growers find this a valuable crop and should sow at once. The demand is largely for blue, though some rose is wanted. The four best colors are Blue, Rose, Carmine and White and are priced at: Trade Pkt., 25c; 1 oz., 40c; 4 oz., \$1.50; 1 lb., \$4.50.

CENTAUREA IMPERIALIS. (Sweet Sultan). This is the thistle type of cornflower and is highly attractive for cutting, but must be carefully watered to avoid rotting out.

	Tr. Pkt.	1 oz.
Amaranth Red.....	\$0.30	\$1.00
Brilliant Rose.....	.25	.75
Deep Lavender.....	.25	.75
Delicate Lilac.....	.25	.75
Rose.....	.25	.75
White.....	.25	.75
Mixed.....	.20	.60
Suaevolens. Yellow.....	.20	.40
Americana. (Large thistle type). Lilac.....	.15	.50
Americana Alba.....	.20	.60

CHRYSANTHEMUM SEGETUM. (Annual). An attractive and valuable daisy type of cut flower.

Gloria Alba. White, pale disc.

Eastern Star. Primrose brown disc

Evening Star. Golden yellow.

Morning Star. Pale Primrose.

All the above priced at: Trade Pkt., 25c; 1 oz., 40c; 4 oz., \$1.50. Combination of varieties at 4 oz. prices.

CLARKIA ELEGANS. Valuable for cutting both indoors and outdoors. In the greenhouse it must be grown in shallow soil to prevent growth becoming too soft. The following are the choice colors: Orange King, Scarlet Queen, Salmon Queen and Queen Mary. Trade Pkt., 25c; 1 oz., 75c; 4 oz., \$2.75.

CYNOGLOSSUM AMABILE. (Chinese Forget-me-nots). Used for outdoor cut flower, doing especially well in the south. Trade Pkt., 25c; 1 oz., \$1.00.

DIDISCUS. (Blue Lace Flower). A valuable indoor cut flower to follow mums. Trade Pkt., 25c; 1 oz., \$1.20; 4 oz., \$4.50.

GERBERA. (African Daisy). We have a fine strain of 1930 crop of seed. 100 seeds, 60c; 1000 seeds, \$4.00.

GODETIA. Produces double gladiolus type of flower that should be given the same shallow soil treatment that clarkia requires. The two finest colors are Rosy Morn and Carmine. Trade Pkt., 25c; 1 oz., 75c.

GYPSOPHILA ELEGANS. (Grandiflora Alba). Ours is the true large-flowered Paris Market type. Largely used with all cut flowers. 1 oz., 25c; 4 oz., 75c; 1 lb., \$1.50; 5 lbs., \$5.00.

LUPINES. (Annual). Very popular and valuable "after mum" crop. Dark Blue, Sky Blue, White, Rose. Trade Pkt., 15c; 1 oz., 30c.

Mixed. Tr. Pkt., 15c; 1 oz., 25c.

ANNUALS — Continued

MARIGOLDS. Growers in the extreme south find an early start necessary. For edging, bedding and cut flowers the various types are valuable. We call special attention to our new strain of Giant African Marigold "All Double." For the past two years this has come 100% double! With the regular stock little better than half double, the value of this new stock will be appreciated.

	Tr. Pkt.	1 oz.
Giant African: All Double. Orange.....	\$1.00	\$3.00
Giant African: Regular Stock.		
Orange.....Lb. \$12.00	.25	1.00
Giant African: Regular Lemon.		
.....Lb. 12.00	.25	1.00
Tall French Single: Josephine. Fine for cutting.....	.25	.60
Dwarf Double: Robert Beist. Reddish brown, for bedding.....	.25	.75
Dwarf French Single: Legion of Honor. Choice bedding or pots.....	.15	.50
Dwarf Tagetes: Signata Pumila. Orange; for border work.....	.25	1.00

PANSIES. We are offering this season a selection of mixtures and separate colors that we believe quite covers the trade's requirements.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	2 oz.
Swiss Giants.....	\$1.00	\$1.85	\$3.50	\$6.50	\$12.00
Steele's Master-piece Mixed	1.00	1.75	3.00	6.00	10.00
Steele's Miracle Mixed	1.00	1.50	2.75	5.00	9.00
Steele's Green-house Spl.	.75	1.00	1.75	3.25	6.00
Ball's Giant Mixture	.50	.80	1.50	2.75	5.00
Steele's Golden Gate Yellow	1.00	1.50	2.75	5.25	10.00
Golden Queen	.25	.35	.50	1.00	1.75
Lord Beaconsfield	.25	.35	.50	1.00	1.75

MIGNONETTE. (Ball's Strain). This is the best commercial cut flower strain. Trade Pkt., \$1.00; 1/4 oz., \$2.50; 1/2 oz., \$4.00; 1 oz., \$7.00.

SALPIGLOSSIS. A fine showy annual for the retail grower.

Scarlet and Gold. Brown and Gold. Rose and Gold. Violet and Gold. Trade Pkt., 25c; 1/2 oz., 75c; 1 oz., \$1.25. Mixed: Trade Pkt., 20c; 1/2 oz., 50c; 1 oz., \$1.00.

SCABIOSA. (Annual). A distinctively valuable cut flower produced in a fine range of useful colors.

	Tr. Pkt.	1 oz.
Peachblossom.....	\$0.25	\$0.75
Shasta.....	.25	.75
Azure Fairy.....	.25	.50
King of the Blacks.....	.25	.50

SMILAX. Tr. Pkt., 25c; 1 oz., 50c.

VERBENA. Easily and more economically grown from seed than from cuttings. We offer only the true Grandiflora or large-flowered type in the following varieties:

	Tr. Pkt.	1/4 oz.	1 oz.
Blue.....	\$0.25	\$0.50	\$1.50
Etna Geranium Red.....	.25	.50	1.75
Pink.....	.25	.50	1.50
Rose Pink.....	.25	.50	1.50
Scarlet Coccinea.....	.25	.50	1.50
Scarlet Lucifer. Vivid scarlet.....	.25	.50	1.50
White.....	.25	.50	1.50
Luminosa. Flame pink shaded salmon.....	.25	.50	1.50
Fire Ball. Bright scarlet; dwarf, compact growth.....	.50	1.00	3.50
Mixed.....	.25	.40	1.35
Venosa. Heliotrope blue, especially fine for bedding with white alyssum.....	.25	.35	1.00

LARKSPUR

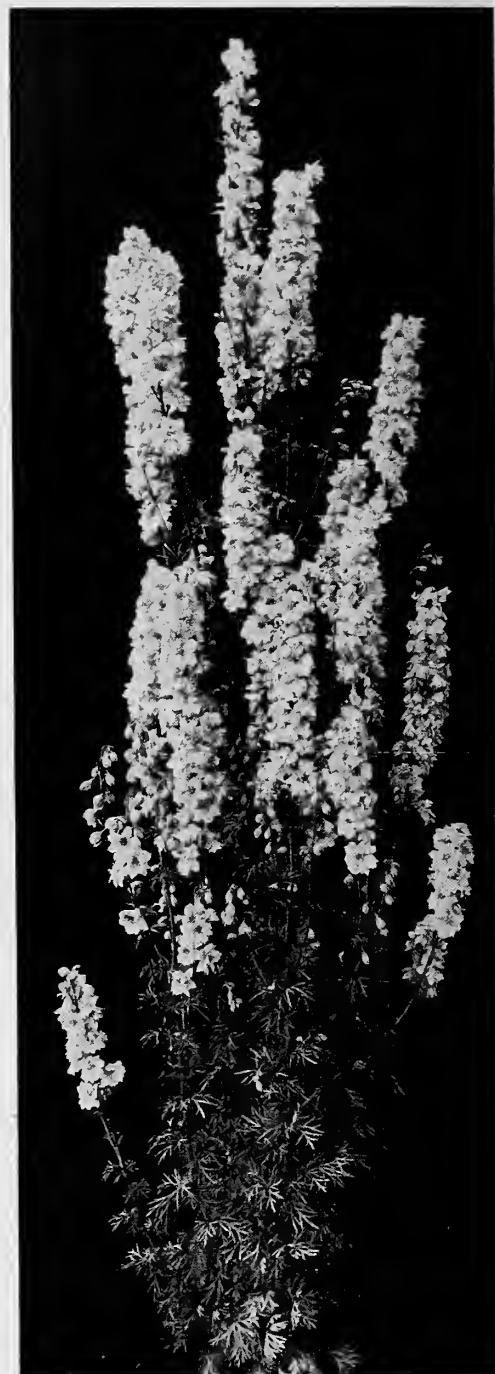
ANNUAL LARKSPUR. To plant after mums or later, sow at once and grow in pots or open soil. A valuable crop for either the market or retail grower. The hyacinth type produces but one fine, long flower stem and should be planted close. The best standard colors are starred (*).

STOCKS FLOWERED.

	Tr. Pkt.	1/4 oz.	1 oz.
*Empress Rose. Hermosa pink.....	\$0.50	\$1.50	
The Empress. Salmon pink.....	.60	2.00	
Los Angeles. Salmon rose.....	1.00	3.25	
La France. Salmon pink.....	.35	1.00	
Exquisite Pink Improved. Fine pink.....	.50	1.50	
Newport Pink. Dark pink.....	\$0.25	.60	
*Dark Blue.....	.25	.60	
*Lilac.....	.25	.60	
Rosy Scarlet.....	.25	.60	
*Sky Blue. Ageratum blue.....	.25	.60	
White.....	.25	.60	
Mixed. "All the Best".....	.15	.50	

HYACINTH-FLOWERED.

	Tr. Pkt.	1 oz.
*Pink.....	\$0.25	\$0.90
*Dark Blue.....	.25	.90
*Lilac.....	.25	.90
Purple.....	.25	.90
White.....	.25	.90
Mixed.....	.20	.75



Hardy Perennial Seeds

Sown during late fall in frames and protected with any loose material after the ground is frozen, will germinate early in spring and grow into nice plants to plant out in May.

AQUILEGIA. No retail grower should be without a supply of these both for their cut flower value and use in landscape work; also valuable to force as pot plants.

Mrs. Scott Elliott Hybrids. The choicest strain available, long-spurred. Tr. Pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$4.00.

Dobbie's Imperial Hybrids. A choice long-spurred strain. Tr. Pkt., 50c; 1/8 oz., \$1.00.

Jaetschauii. Large, yellow with red spurs, very choice. Tr. Pkt., 50c; 1/4 oz., \$1.00; 1 oz., \$3.00.

Choice Mixed. Tr. Pkt., 35c; 1/4 oz., 75c; 1 oz., \$2.00.

COREOPSIS

Lanceolata. Long-stemmed, yellow flowers. Tr. Pkt., 25c; 1 oz., 40c. Lanceolata Fl. Pl. (Semi-double). Tr. Pkt., 25c; 1 oz., 75c.

DELPHINIUM.

	Tr. Pkt.	1/4 oz.	1 oz.
Belladonna Improved. Light blue.....	\$0.50	\$1.00	\$3.00
Belladonna Regular Stock.....	.50	.85	2.50
Bellamossum. Dark blue.....	.50	.85	2.50
Hollyhock or Wrexham Strain. Very choice.....	1.00	2.00	6.00
Gold Medal Hybrids.....	.25	.75	2.00

GAILLARDIA GRANDIFLORA. The choicest cut flower varieties are Dazzler and Portola Hybrids. Both priced at: Tr. Pkt., 50c; 1/4 oz., 60c; 1 oz., \$2.00.

GYPSOPHILA PANICULATA FL. PL. Perfectly hardy. The stock we offer produces about 40% double. Tr. Pkt., 50c; 1/8 oz., 75c; 1/4 oz., \$1.25; 1 oz., \$5.00.

HOLLYHOCK. A very necessary perennial for the florist who does landscape work is the stately, double hollyhock. The following cover "All the Best."

	Tr. Pkt.	1/4 oz.	1 oz.
Newport Pink.....	\$0.25	\$0.40	\$1.25
Chamois.....	.25	.40	1.25
Deep Rose.....	.25	.40	1.25
Sulphur Yellow.....	.25	.40	1.25
Alameda Pink. Very fine, single, pink.....	.35	.50	1.50
Alleghany Mixed. Semi-double, pastel shades.....	.25	.35	.75

LATHYRUS LATIFOLIUS. Hardy Sweet Pea. Has some value as cut flowers.

	Tr. Pkt.	1 oz.
Pink Beauty.....	\$0.25	\$0.75
White Pearl.....	.35	1.00
Mixed.....	.15	.50

PYRETHRUM. Very valuable for cutting, perfectly hardy. The double strain will produce about 50% semi-double flowers and is very choice.

	Tr. Pkt.	1/4 oz.	1 oz.
Hybridum. Single Mixed. Tr. Pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.50.			
Hybridum. Double Mixed. Tr. Pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.25; 1 oz., \$8.00.			

SCABIOSA.

Caucasica. Perfectly hardy with us, producing long-stemmed lilac lavender flowers. Tr. Pkt., 50c; 1/4 oz., 75c; 1 oz., \$2.00.

Columbaria. Deep rosy mauve or pink; not quite so long-stemmed, but freely produced, valuable for cutting. Tr. Pkt., 50c; 1/4 oz., \$1.00; 1 oz., \$3.00.

SHASTA DAISY.

Alaska. The finest strain. Tr. Pkt., 35c; 1/4 oz., 50c; 1 oz., \$1.75.

STATICE LATIFOLIA. Perfectly hardy. Light blue. Is used fresh or can be dried for winter use. Tr. Pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.25.

GEO. J. BALL, WEST CHICAGO, ILL.